



## EasyView VMS Heat Map

Identify Hotspots, Cold Zones and Bottlenecks in your space.

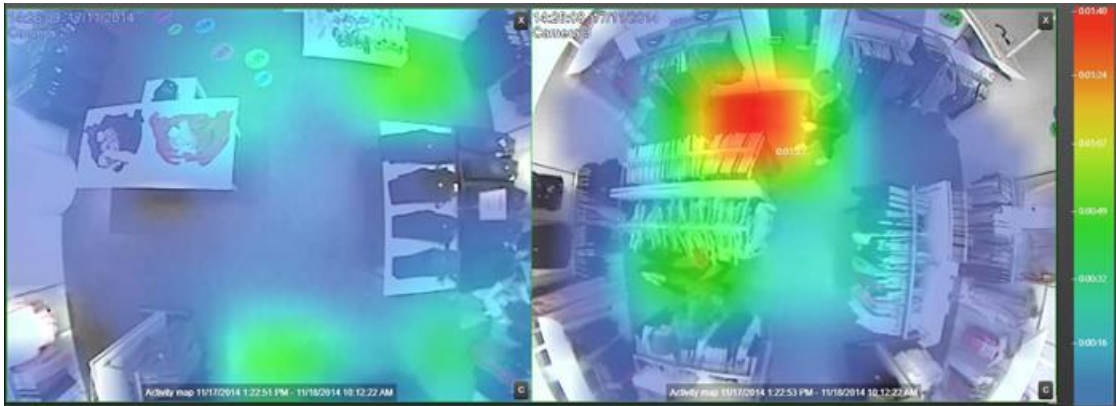
### The EasyView VMS Activity Map plugin

This helps you to improve your store's performance. The Activity Map visualizes your store hotspots, bottlenecks and cold zones. You can focus in-store campaign efforts to places where people stop most often and measure if your campaign has a positive effect. You gain understanding where customers spend their time which helps you to design your store layout more effectively. When introducing a new product you can measure how much interest it receives over time. Activity Map is also a helpful tool for security personnel as they can see at glance if someone visited the area of interest during the past minutes.

### Benefits Of Heat Mapping

- **Insightful** – Helps you to improve your store's performance based on analysis of customer movement patterns.
- **Visual** – Visualizes hotspots and cold zones with intuitive coloring.
- **Quantitative** – Sidebar and pointer tool shows the exact cumulative duration of activity at different places.
- **Comparisons** – Combined Activity Map makes it possible to do comparisons between different departments of the store. An Activity Map can be generated in realtime or historically from playback material. A snapshot of the Activity Map can be taken with a single click at any time.
- **Ease of use** – An Activity Map is generated for areas of interest and, for example, cashiers can be easily masked out on the fly.
- **Scalable** – Inherently scalable from one to an unlimited number of activity maps. An Activity Map is independent of camera models.

## Activity Heat Map



### Combined Activity Map

An Activity Map visualizes activity in the image over a certain period of time. Multiple cameras can be combined to form a single Activity Map allowing visual comparisons between different departments of the store. Areas with most activity are colored with red. The sidebar or the pointer tool on top of the Activity Map shows the exact duration of activity each color represents.

### System Architecture

Activity Map cameras are selected in the VMS server containing SQL Server Express or Standard. Activity Maps can be then viewed with any client containing the Activity Map plugin. Activity Maps can be generated in realtime or historically using playback controllers. At any time snapshot images can be taken. With SQL Server Standard there is no upper limit for access to historical data. The SQL Server Express limits the amount of metadata to 10 GB corresponding roughly to two months of historical data with one Activity Map camera. If Activity Map is the only video content analytics (VCA) feature in use for the corresponding camera then the VMS server can be configured to store metadata for more than a year's activity.

### System Requirements

- Windows 7 or 8
- EasyView VMS Environment
- SQL Server Express or Standard